

My Favorite Social Media Platforms for Lawyers and Law Firms

By Samantha Collier

www.socialmediaforlawfirms.com

LinkedIn

- Network with colleagues, clients, potential clients, referral sources, etc.
- Take part in group discussions to demonstrate your expertise. Ask and answer questions thoughtfully
- Ensure you keep your profile current and use applications. Some of the app's I use often include Events, JD Supra's Legal Updates, Slideshare, and Blog Link.

Blogging

- Blogging is a great way to demonstrate your expertise to the world. Be authentic and engage with your audience. Don't be fake or use a persona as it's hard to keep this up for the long haul. People do business with people and your personality (be it funny, serious, blunt, whatever) will help.
- Do some research into disclaimers as there is no clear cut answer. Remember everything you post will be 100% available to the world. Check out your firm's social media policy and follow it.
- Keep at it. I've met with many successful bloggers and I've often heard it takes months/years to actually to build a following that you might get work from.

Facebook

- Create a Page for your law firm and decide your level of engagement. Will you allow comments and discussion? What pictures will you post? There are many options.
- Index your page on The Page Finder to get found.
- Decide who will monitor the page and respond to questions quickly.
- Determine how you will follow up with those who like your page and content.

I asked the lawyers at the APLF conference if they used one social media platform for marketing. Almost all the hands went up. I asked how many used two platforms and just two hands went up. I think social media is catching on but it has to be used in a targeted and efficient way. It's easy to spend huge amounts of time doing "nothing" (I'm guilty of this). LinkedIn, Blogging and Facebook can be useful tools in your marketing strategy if used correctly.